Writing SMART Objectives

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Goals vs. Objectives

- Goals:
  - Broad statements that explain what the program is ultimately trying to achieve
  - Provide the "why" or reasoning behind a task
  - Set long-term direction
  - Achieved when the objectives are fully met

- Objectives:
  - Provide *specific* targets toward goals
  - Are *measurable* and use action verbs to describe what needs to be done
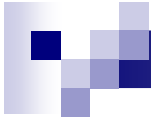 - Provide guidelines for how a goal can be accomplished

Goals vs. Objectives

- **Sample Goal:**
  - There will be no disproportionate disparity in the number of new infections among African American women when compared to those among white women.
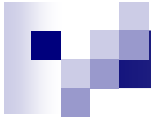
- **Sample Objectives:**
  - By December 2010, 100 high-risk African American females will successfully complete the five sessions of the intervention SISTA.
  - By December, 2010, there will be a 10% decrease in the number of African American women completing the SISTA intervention who at post test report using a condom during all sexual activities.

Goals vs. Objectives

- Objectives and action steps are used to bridge the gap between where we are (current situation) and where we want to be (vision and goal).

SMART Objectives

- S – Specific
- M – Measurable
- A – Achievable
- R – Relevant
- T – Time-Bound

Specific

- Is the outcome precise?
  - State what you want to achieve.
  - State your specific audience.
  - Be concrete.
  - Use action words.
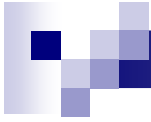 - Use outcomes stated in numbers, percentages, scientific outcome, frequency, etc.

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Measurable

- Can we measure it?
  - Describe what is going to be achieved in quantitative terms
    - "We will serve 90% of the affected population."
- This is one of the most important considerations
  - By making sure that it is measurable, you will know that you met your objective because there is evidence

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Attainable

- Can this actually be accomplished?
  - Your objectives must be realistic based on the timeframe, money available, resources etc.
  - Be sure to assess the potential limitations to determine if the objective is attainable

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Relevant

- Do the objectives lead to the program goal?
  - The achievements must be meaningful to the organization and related to the goals.
  - Know that the data is being used to reach the set goals.

Time-Bound

- Do you have a specific time in which you want to achieve your objective?
  - It must be stated clearly when the objective will be attained.

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